Lodge Secretaries:

As you know, the FSEA is hard at work researching and developing new ways to publicize the good works of the Elks to the public. We are doing this in hopes that people will realize what this organization is doing within their community and that they will want to be a part of it. You and your fellow Lodge members work hard for your communities and we want to help make your communities aware of this! While many different projects are under way, we feel we will have great success with this one.

We have given each Publicity and Public Relations District Chairman at least one tabletop display board. They will be in charge of the board. Any and all Lodges are encouraged to use this board throughout the year. It will be entrusted to the District Chairmen to track the location of the display and its use. The following information explains what you will need to know regarding the display in order to answer questions from your members.

PURPOSE: To publicize to nonmembers in a professional way the events and programs that a Lodge is contributing to. The displays are intended to be a more current publicity medium than many Lodges are used to and therefore we hope they will capture the attention of nonmembers.

WHEN TO USE IT: Use this display at any Lodge event that is open to the public (i.e. AOH Picnic, Lodge BBQ, Hoop Shoot Contest, etc.) or display in a local bank or city building.

WHAT GOES ON IT: Display information regarding the projects & fundraising your Lodge is doing within your community, who the funds are helping, why your Lodge is important to the community, etc.

WHERE TO GET DISPLAY ITEMS: Visit www.flelks.org to learn more about these displays and how the FSEA can help you. Also, learn how to make a professional and relevant display.

HOW THE LODGE CAN RESERVE IT: The P&PR District Chairman will be responsible for keeping track of the display’s location and use. A member of a Lodge within the district will contact the District Chairman to reserve the display for an upcoming Lodge event.

If you have any questions regarding the display, please do not hesitate to contact Russ or me. We are excited about this project and are available to assist you in any way we can. While we anticipate the Lodge Publicity & Public Relations Chairman to be the point of contact for this project, we know that Lodge Secretaries are the hub of information for Lodges and wanted to keep you informed of this exciting new project!

Fraternally and sincerely:

Carl & Russ